

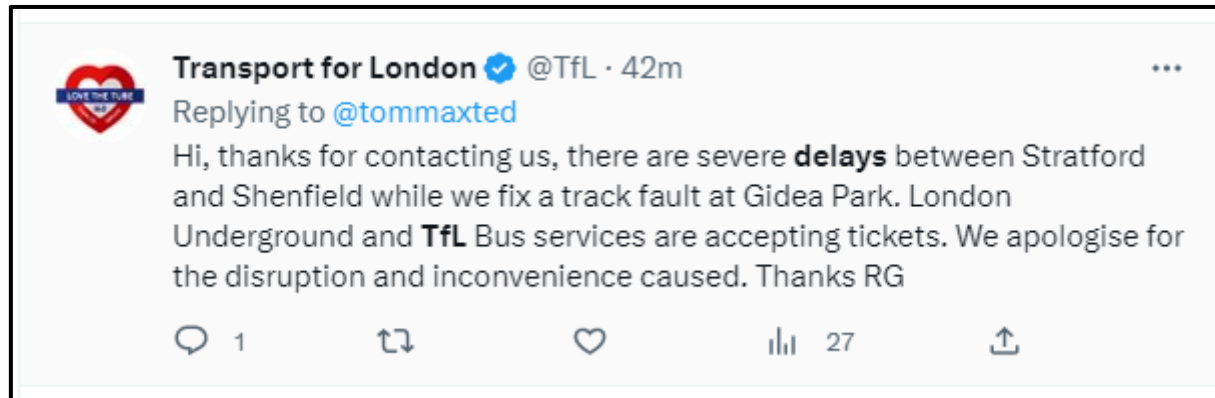
# Unit 3 - Using Social Media in Business



# Communicating with Customers

## Communicate updates and changes to products and services

- E.g. using Twitter to update passengers on transport delays



# Communicating with Customers

## Engage in two-way communication

- Obtaining customer feedback and gather opinions. Cheaper way of conducting market research
- Makes customers feel that they have direct access to the company and their ideas are valued



# Communicating with Customers

Engage in two-way communication

**\*\*We Would LOVE Your Feedback\*\***

Do you like FB offers? Just let us know in the comments below which of the following packages you would like us to create!

These will be exclusive to our fans ONLY and created especially for YOU!


1. Skin Treatments
2. Seasonal Package Deals
3. Hair & Beauty Promotions
4. Debs - Wedding - Special Event Packages



Like · Comment · Share · 13 7

13 people like this.

View 5 more comments

 Jackie Patten All that's listed, would be great xx

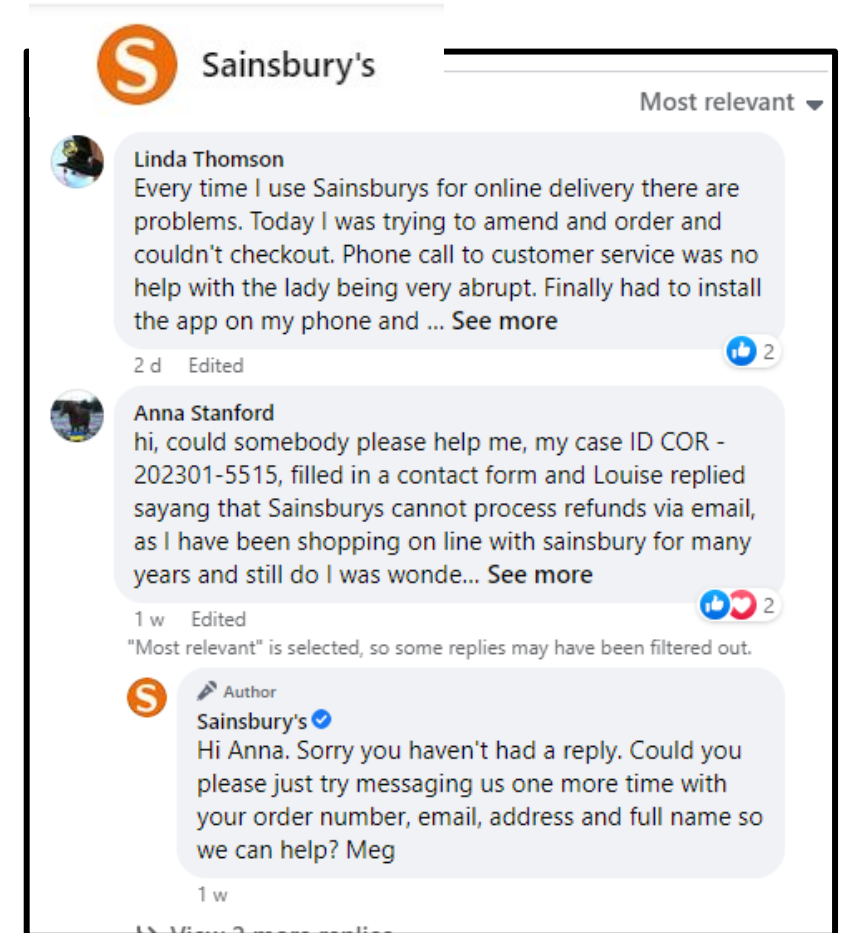
Get Fan  
Feedback

Ask your fans and customers for feedback before you create an offer to reward them.

# Customer Service, Resolving Queries, Managing Issues

## Address customer service by resolving queries and managing issues

- Managing issues – questions or problems with a product or service
- Need to ensure good monitoring of their profiles so that customers are replied to quickly otherwise it will be perceived that they don't care about their customers



# Activity

## Activity 4 – How businesses communicate with customers

This work can contribute to your assignment for Learning Aim A (3.1)

### Learning Aim A (3.1) - Social Media Platforms

#### Activity 4 – Investigate How Businesses Communicate with Customers

There are a variety of ways that businesses can communicate with their customers through their chosen social media websites. Investigate how they:

- Communicate updates and changes to products and services
- Engage in two-way communication (e.g. customer feedback)
- Address customer service by resolving queries and managing issues

Refer to the relevant headings in the text book extract (pages 182 to 194), but do not copy this content. Use it to generate ideas for research. Give real examples in your work.

Business that you are investigating:

Investigate:	Describe (including screen shots):
How the business communicates with customers, e.g.: <ul style="list-style-type: none"><li>• Changes or updates to products/services</li><li>• Customer feedback (surveys or comments)</li></ul>	
How the business provides customer service on their social media platforms (look through the comments to see how they manage customer queries).	
How the business resolves issues and complaints – show examples of how the business responds.	
Why is it important for businesses to respond to customer comments?	
Why is it important for businesses to consider carefully how they respond to customer complaints on their social media sites?	



# How to achieve a high grade

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## **Distinction:**

You will produce a comprehensive, well-balanced evaluation **of how a business uses social media**, making realistic and well-explained business-related **observations on the benefits and disadvantages**, while considering their **target customers or audience**. You will provide **real-life, relevant examples** of how businesses have used social media effectively and how some businesses have not managed **the risks involved** effectively. You must articulate your arguments fluently and your views concisely, providing an evaluation that makes reasoned, valid judgements. The evidence will demonstrate high-quality written/oral communication through the use of accurate and fluent technical vocabulary, to support a well-structured and considered response that clearly connects chains of reasoning.